



February 6, 1985

Eduardo Carrillo, Professor of Art
Porter College
University of California, Santa Cruz
Santa Cruz, CA 95064

Dear Professor Carrillo,

We are writing to you regarding the video documentary, CALIFAS, CHICANO ART IN CALIFORNIA, which you have assisted in the past. At this point we are in the process of completing post-production on a one-hour documentary for public television that will convey the sources, inspiration and meaning of Chicano art in the words of the artists themselves.

This project originated at the University of California, Santa Cruz, in 1982. It was initially funded by the National Endowment for the Humanities. Since then artists throughout California have granted personal interviews to the production group at locations throughout the state.

CALIFAS is a co-production of KPBS-TV, Public Television in San Diego, and Cinewest Productions, San Diego. This program will be distributed for broadcast on the Public Broadcasting Service (PBS) by KPBS-TV. It will be distributed to educational institutions, film and video libraries by Cinewest Productions. (Please see the attached material on BALLAD OF AN UNSUNG HERO, an award winning co-production of KPBS-TV and Cinewest Productions recently broadcast nationally by PBS.)

A fundamental idea in producing CALIFAS has been to involve artists as much as possible from the beginning of the project. To this end, we are writing to you to invite you to join with the following individuals and organizations on an Advisory Committee for the CALIFAS production:

Eduardo Carrillo, University of California, Santa Cruz
Centro de Artistas Chicanos, Sacramento
Centro Cultural de la Raza, San Diego
Galeria de la Raza, San Francisco
Amalia Mesa-Bains, San Francisco
Social and Public Art Resource Center, Venice
El Teatro Campesino, San Juan Bautista

The Advisory Committee will consist of one representative from the above organizations. This group will be asked to read, review and comment on the following stages of the post-production process, during the corresponding time periods:

- | | |
|-------------------------|-----------------------------|
| 1) treatment/script | April 15 - April 30, 1985 |
| 2) rough edit videotape | June 15 - June 30, 1985 |
| 3) fine edit videotape | August 15 - August 30, 1985 |

The dates listed are approximations and may vary depending upon changes in the post-production schedule.

The ongoing development of this project has been marked by a great deal of cooperation and mutual trust. It is our feeling that the primary function of the Advisory Committee is to insure that the production conveys historical and contextual accuracy and that the impulses, ideas and attitudes of Chicano art are portrayed with proper perspective. We are also seeking guidance on the general tone of the documentary so that its content will be representative of the scope and diversity of Chicano art in California.

The personnel involved in the production of CALIFAS are as follows: Producers, Paul Espinosa, KPBS-TV and Isaac Artenstein, Cinewest; Directors/Writers, Amy Brookman and Philip Brookman; Associate Producers, Jude Eberhard, Cinewest and Michael Schnorr, Southwestern College; Editor, Randy Snelgrove, KPBS-TV; and Executive Producer, Gloria Penner, KPBS-TV.

Since scheduling is one of the problems in a production of this sort, we would ask you for timely responses to all communications should you agree to join the Advisory Committee. We understand that many of you will want to discuss this thoroughly with your boards, staff and communities. We are asking that you reply to this letter within three weeks.

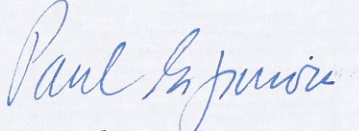
We are currently seeking partial funding for this project which would include an honorarium to reimburse you for your time and participation with the advisory committee. We will keep you briefed about the success of this activity.

The coordinator of the Advisory Committee will be Jude Eberhard, Associate Producer of CALIFAS. For further information or any questions you may have regarding the committee, you can contact her directly at Cinewest Productions, 655 4th Ave., San Diego, CA 92101, 619/238-0066. She will be calling you shortly regarding the details in this letter.

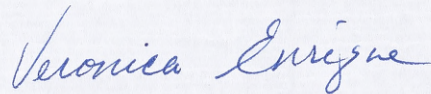
When you have made your final decision, please address your response by letter to Dr. Paul Espinosa, Director, Office of Hispanic Affairs, KPBS-TV, San Diego State University, San Diego, CA 92182-0527.

We look forward to your participation in this project.

Sincerely,



Dr. Paul Espinosa, Director
Office of Hispanic Affairs
KPBS-TV



Veronica Enrique, Executive Director
Centro Cultural de la Raza
San Diego

PE/VE:cp

Encl:

CALIFAS, CHICANO ART AND CULTURE IN CALIFORNIA

One of the most exciting developments in contemporary culture is the blossoming of a Chicano arts movement in California. Stemming from communities throughout the state, often referred to as "Califas," Chicano art displays a profusion of talent and aesthetic awareness.

Califas, a new video documentary, reveals an intimate, multi-faceted history of Chicano art in California. It introduces new cultural forms with ancient roots, as diverse personal experiences are related in spontaneous interviews with Chicano artists.

Combining these interviews with images of their work, this documentary also presents Chicano artistic and cultural events. From fluid and fleeting festivals and performances to monumental, permanent murals, many media are explored. The centers for Chicano visual arts, theater, music, dance, poetry and film are shown in California communities, including San Diego, Los Angeles, San Francisco, Sacramento, Fresno and San Jose.

Califas has evolved from a detailed research project funded by the National Endowment for the Humanities and the University of California, Santa Cruz. Now in the post-production stage, this project will synthesize videotape documentation produced on location throughout the state. The finished work will be condensed from interviews with fifty artists whose stories reflect social, political and intellectual developments in contemporary California.

This documentary features major innovators of an ongoing Chicano and multi-cultural art movement, including:

Judith Baca, muralist, founder and executive director of the Social and Public Arts Resource Center, Los Angeles, director of the Great Wall of Los Angeles mural project and assistant professor of art, University of California, Irvine.

Jose Montoya, poet, painter, and Esteban Villa, muralist; founding directors of the Centro de Artistas Chicanos and the Royal Chicano Air Force, Sacramento, and professors of art, California State University, Sacramento.

Rene Yanez, conceptual artist, and Ralph Maradiaga, print-maker, filmmaker; co-directors, Galeria de la Raza, San Francisco.

Veronica Enrique, dancer, executive director, David Avalos, sculptor, program director, and Victor Ochoa, muralist; Centro Cultural de la Raza, San Diego.

Luis Valdez, artistic director, El Teatro Campesino, San Juan Bautista, and award winning playwright whose works include Zoot Suit and Corridos.

KPBS-TV and Cinewest Productions in San Diego are the producers of Califas. The production team for the project includes:

Producers:	Isaac Artenstein Paul Espinosa
Directors/Writers:	Amy Brookman Philip Brookman
Associate Producers:	Jude Eberhard Michael Schnoor
Executive Producer:	Gloria Penner